FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00033111 **Type of Permit:** FILMING **Release Date:** 11/03/2010

Production Company	ROBERT DALRYMPLE PRODUCTIONS INC
Insured Company Name	Robert Dalrymple Productions
Contact Phone No. 1	310-275-1616
Contact Phone No. 2	
Fax	310-275-2576
Address	9000 SUNSET BLVD, SUITE 913 WEST HOLLYWOOD, California 90069
Production Title	FUNNIEST COMMERCIALS OF THE YEAR 2010
Type of Production	TV Miscellaneous

Producer	Robert Dalrymple
Director	Mark Ritchie
1st AD	Jerri Churchill
Production Manager	Theone Masoner
FilmL.A. Coordinator	Yulizza Ramirez
Location Manager	Theone Masoner
Primary Phone	Mobile - 310-871-0222
Secondary Phone	
Location Assistant	Nicole Snell
Primary Phone	Office - 310-275-1616
Secondary Phone	

Fees

Permit Delivery Fee	$55.00
FILMLA FILM APPLICATION FEE	$625.00
LA COUNTY FIRE REVIEW	$104.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00
LA CITY DEPT OF REC AND PARKS SPECIAL FACILITY ADMINISTRATION FEE	$300.00

Total Permit Fee $1,169.00

Number of Locations 3

NOT A PERMIT

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Summary Information — Location

Location 1 of 3

Permit Number	F00033111	**Location Manager**	Theone Masoner
Production Company	ROBERT DALRYMPLE PRODUCTIONS I...	Primary Phone	Mobile - 310-871-0222
Insured Company	Robert Dalrymple Productions	Secondary Phone	
Production Title	FUNNIEST COMMERCIALS OF THE YE...		

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 11/9/2010 - 11/9/2010 06:00 - 17:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached conditions
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic
No Parking in handicap spaces at anytime.

Please see attached documents
Venice Area July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
5 or 10 ton trucks	1
Cube Trucks	1
Generator	1
Honey Wagons	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	25
Extras	7

Filming Activities Equipment on property; Exterior Dialogue; Handheld equipment;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H7

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Approvals

LOS ANGELES POLICE DEPARTMENT	Melissa Hernandez
LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE	Isabel Molina

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

NOT A PERMIT

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Summary Information — Location

Location 2 of 3

Permit Number	F00033111	**Location Manager**	Theone Masoner
Production Company	ROBERT DALRYMPLE PRODUCTIONS I...	Primary Phone	Mobile - 310-871-0222
Insured Company	Robert Dalrymple Productions	Secondary Phone	
Production Title	FUNNIEST COMMERCIALS OF THE YE...		

Location Address 100 Universal City Plaza, Los Angeles, CA, 91608

Location Type Park

Location Description UNIVERSAL STUDIOS / CITY WALK

Film Dates 11/10/2010 - 11/10/2010 16:00 - 01:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Equipment on Location

Type	Quantity
Generator	2
Vans	1

Personnel on Location

Type	Quantity
Cast	1
Crew	34
LA County FSO Assigned	1

Filming Activities Exterior Dialogue; 51' plasma on stand at the area of Shooting Fountain.; Exterior at the valet station, Cinema Plaza, walk and talk.;

Jurisdiction **Political:** Los Angeles County - Supervisor District 3 **Police:** Los Angeles County Sheriff **Fire:** Los Angeles County

Thomas Guide **Page:** 563 **Grid:** B6

Coordinator Note LA COUNTY FIRE #2343-51, FSO REQUIRED.

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Location

NOT A PERMIT

Permit #F00033111

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Summary Information — Location

Location 3 of 3 — **Page 1 of 1**

Permit Number	F00033111	**Location Manager**	Theone Masoner
Production Company	ROBERT DALRYMPLE PRODUCTIONS I...	Primary Phone	Mobile - 310-871-0222
Insured Company	Robert Dalrymple Productions	Secondary Phone	
Production Title	FUNNIEST COMMERCIALS OF THE YE...		

Location Address 1800 Ocean Front Walk, Los Angeles, CA, 90291

Location Name VENICE REC CENTER

Location Type Park

Location Description LA CITY REC & PARKS

Film Dates 11/4/2010 - 11/4/2010 14:00 - 16:00

Open or Closed to the Public Closed

Generic Conditions
All vehicles must be parked on private property
Must comply with attached Rec & Park Conditions
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached documents
Venice Rec Restrictions.pdf
Venice Area July 2009.pdf
COUNTY PARKING LOT GUIDELINES.pdf
VENICE BEACH ROSE LOT.pdf
VENICE BEACH VENICE BL. LOT.pdf
VENICE BEACH WASHINGTON LOT.pdf
Venice Area January 2010.pdf

Equipment on Location

Type	Quantity
Honey Wagons	1
Picture vehicles	1
Vans	1

Personnel on Location

Type	Quantity
Cast	2
Crew	6

Filming Activities Exterior Dialogue; Handheld equipment; Filming at Windward Plaza.;

Jurisdiction **Political:** Los Angeles City - Council District 11 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 671 **Grid:** H7

Location Notes
COMPANY MUST CONTACT PCI DIRECTLY RE: PARKING REQUIREMENTS AND FILMING ON PCI PROPERTY
NO PARKING IN HANDICAP OR ELECTRIC CHARGING SPACES

Approvals LOS ANGELES CITY DEPARTMENT OF REC & PARKS - FILM OFFICE — Isabel Molina

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

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For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

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- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 6:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT

PARKING LOT GUIDELINES
FOR THE USE OF COUNTY PARKING LOTS
OPERATED BY PARKING MANAGEMENT COMPANY

- **THE PRODUCTION COMPANY IS PROHIBITED FROM PARKING IN DISABLED PARKING SPACES, SHORT-TERM METERED OR BLOCK ANY PAY STATIONS AT ANYTIME (NO EXCEPTIONS).**

- The production company may not block public or emergency access or park vehicles in any front row adjacent to local businesses at Venice Beach at any time (see parking lot maps).

- A walk through is to be conducted after the production company has parked all of its vehicles. This walk through is to be done by the location manager (or designated representative) and a parking contractor supervisor to determine the exact number of spaces being utilized and that number is called into the parking contractor's office. The location manager must make arrangements to meet again with the parking contractor supervisor at a designated time to confirm spaces prior to vacating the parking lot and again that number is called into the parking contractor's office.

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- Parking fees are **not** included on film permits. A film permit number must be provided to the parking contractor and the contractor will provide the production company **estimated charges** for the use of the parking lot(s). Payment arrangements must be made with the parking contractor directly at least one business day prior (and before 4pm) for the use of the parking lot(s).

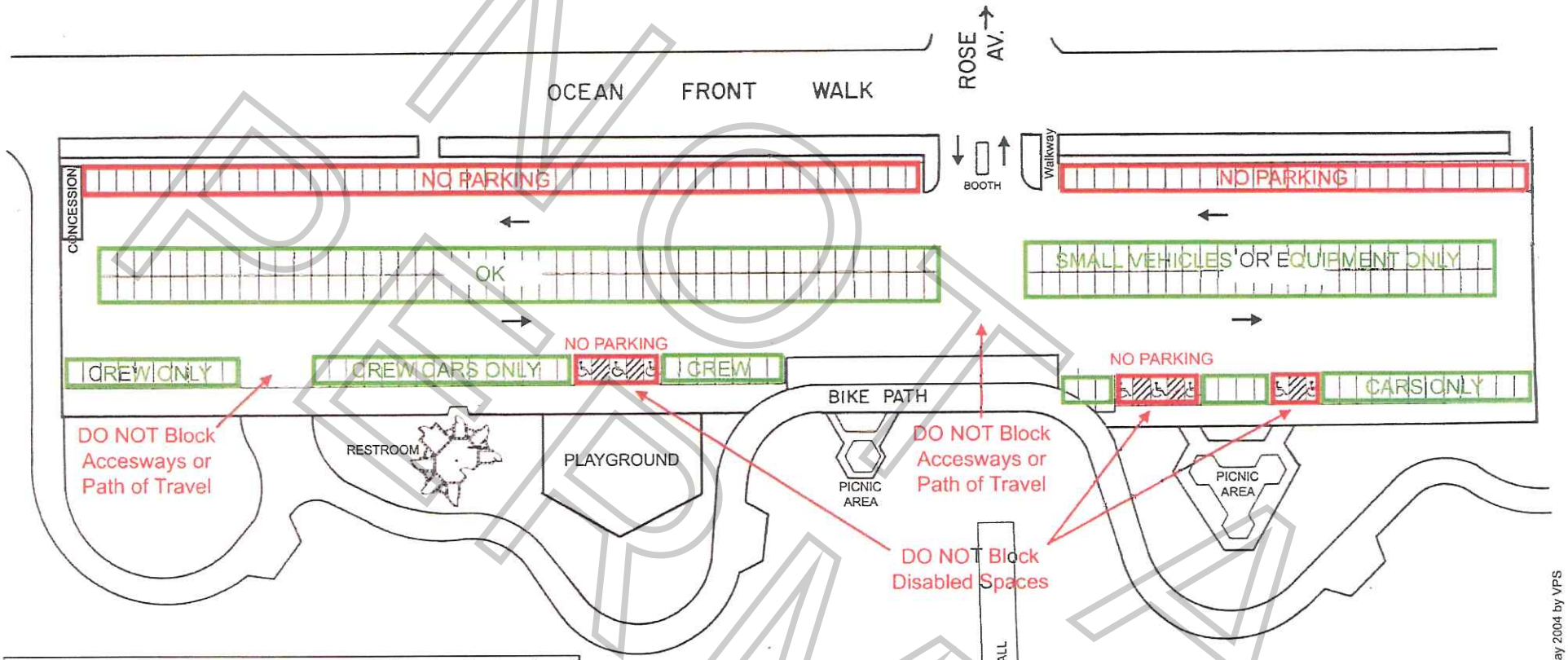
- Cancellations of a parking contract must be done at least one day prior. Refunds will be given within ten to twelve weeks.

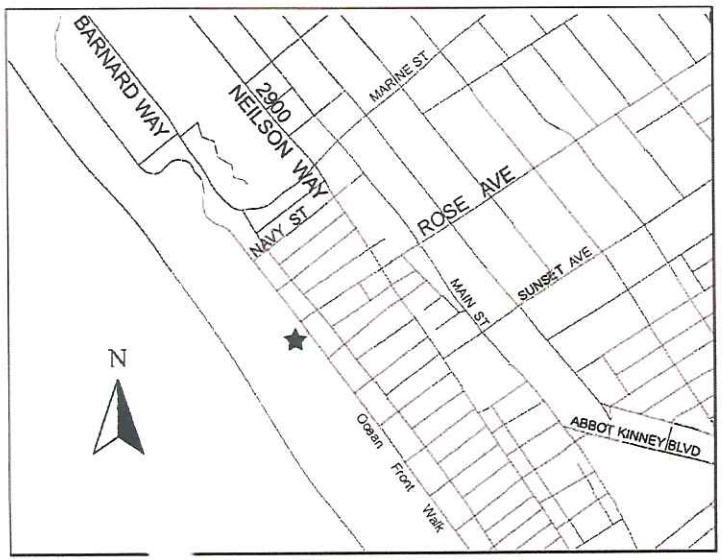
- A parking contract does not constitute a film permit.

FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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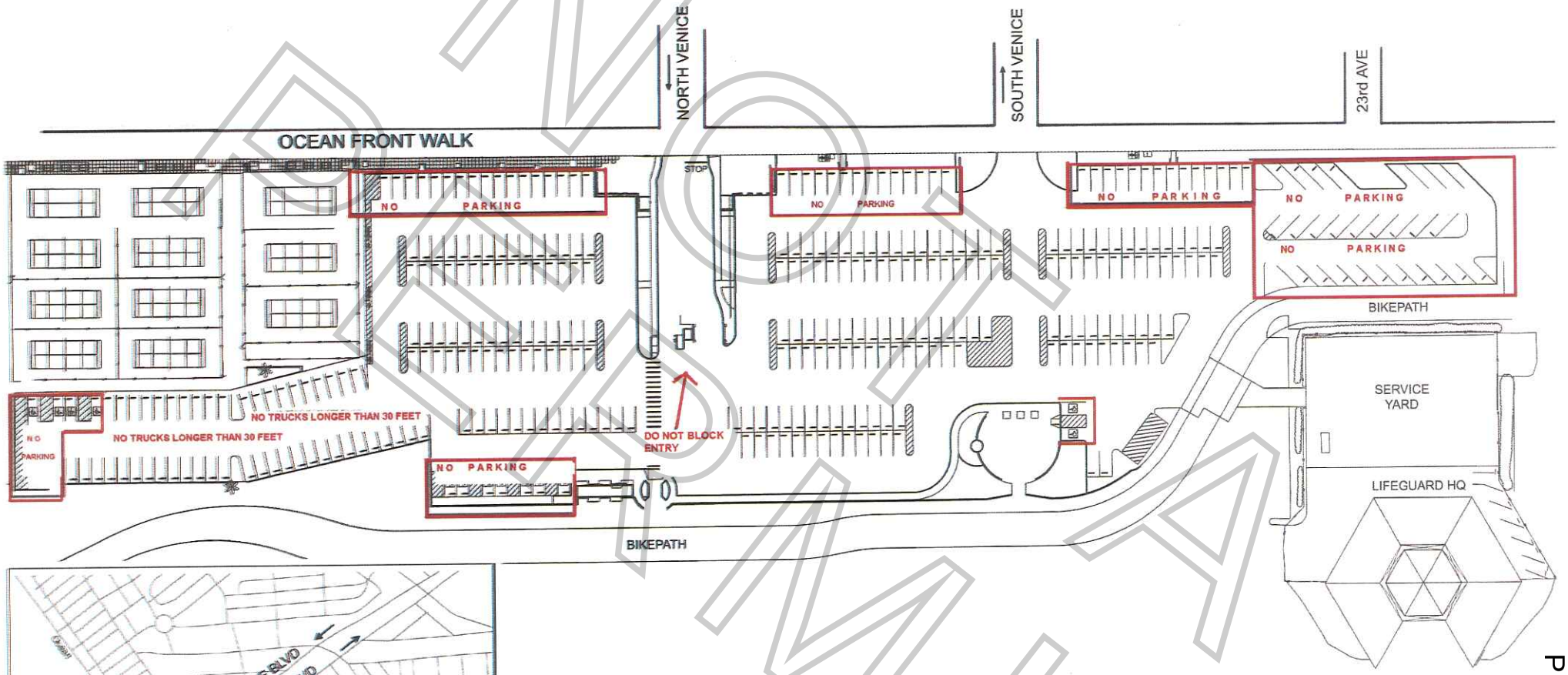
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

Filming delineations May 2004 by VPS

Permit #F00033111

PROOF

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	3[illegible]
DISABLED	
TOTAL	3[illegible]

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by [illegible]

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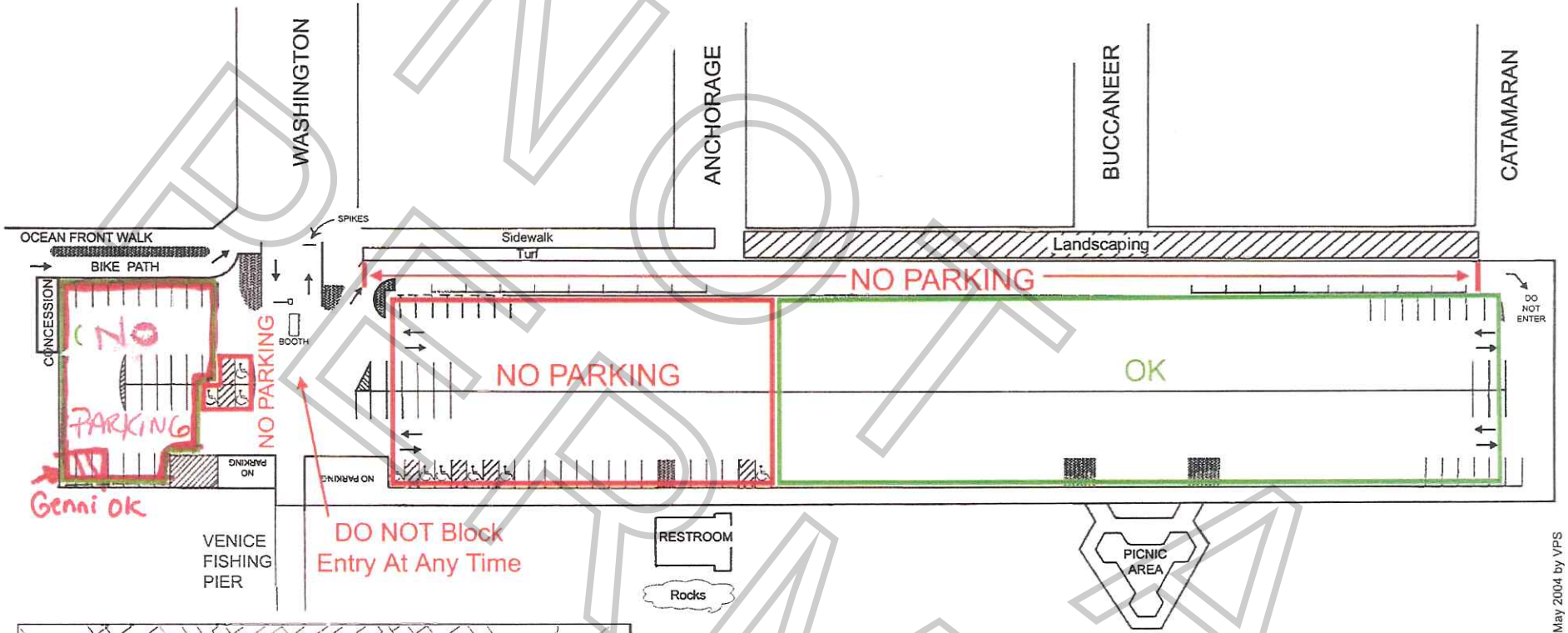
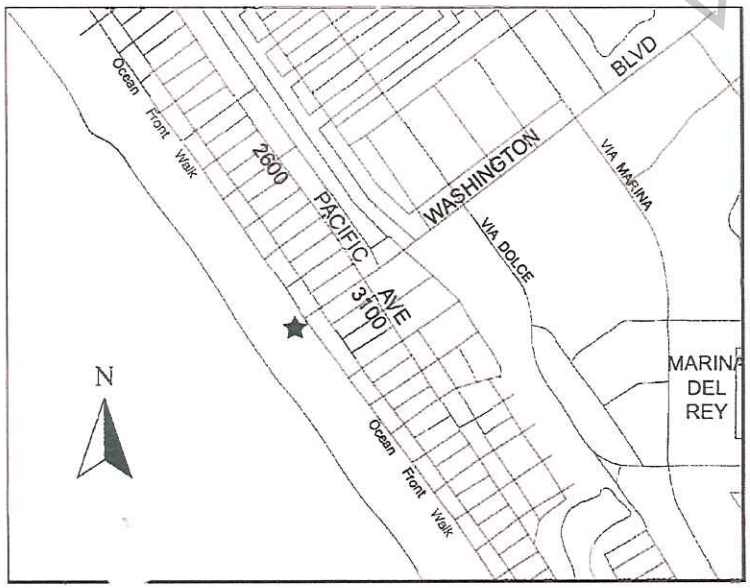
Permit #F0003111

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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PERMIT
Permit #F00033111

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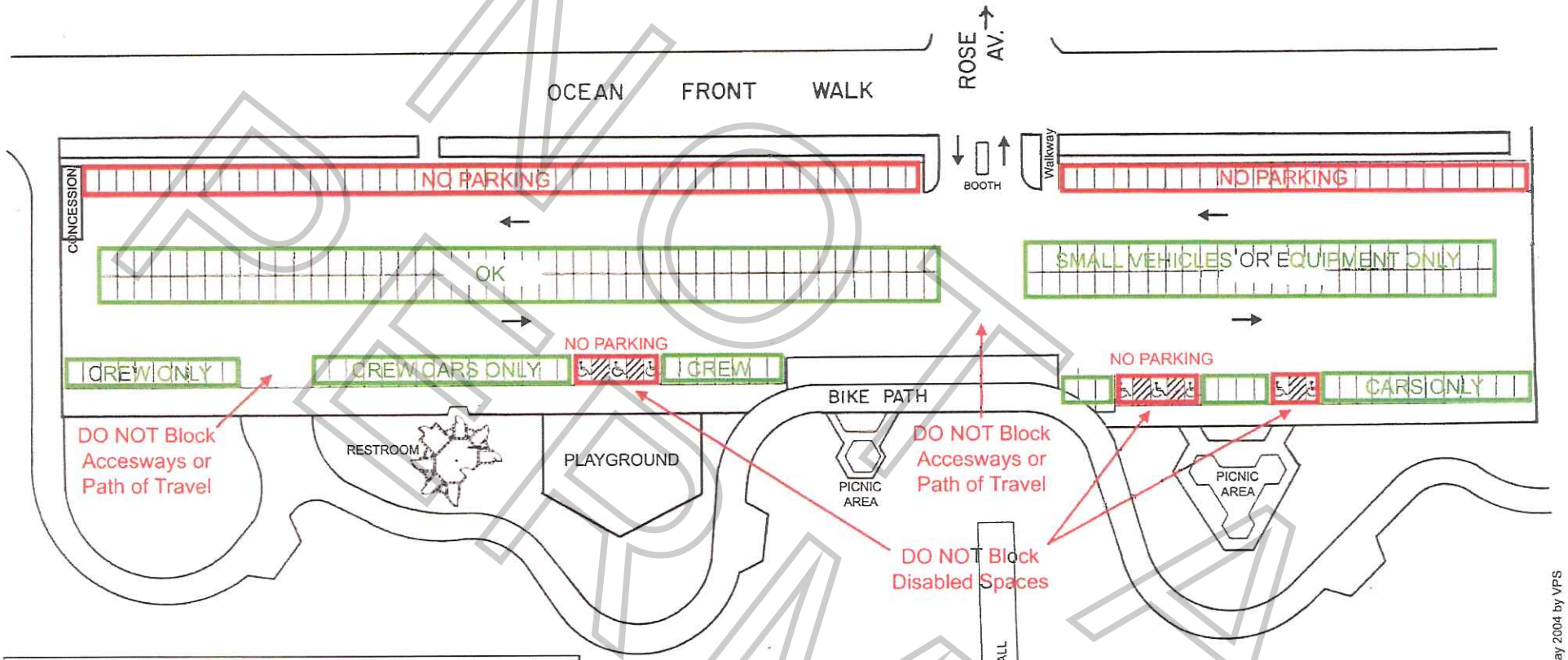
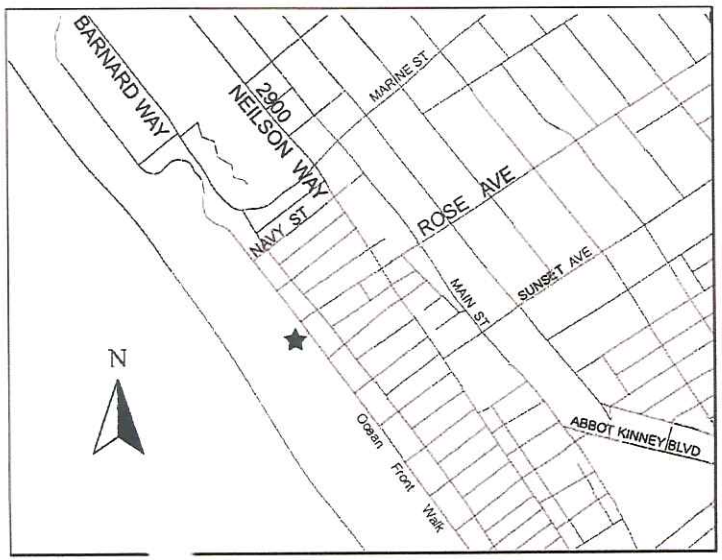
FilmLA 3/24/2010

NO PERMIT

VENICE CITY BEACH
ROSE AVE PARKING LOT - FILMING AREAS





Map not to scale.

REGULAR SPACES	280
DISABLED	8
TOTAL	288

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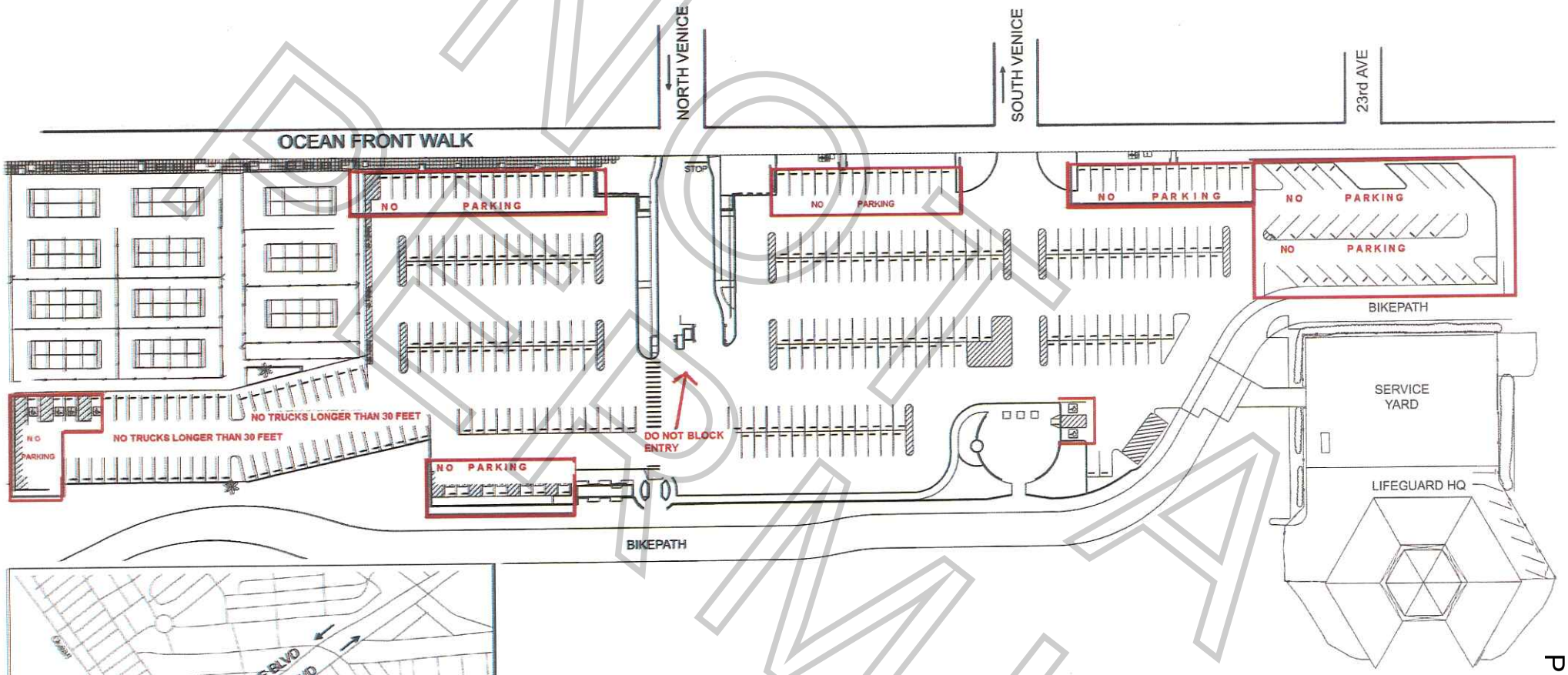
L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS [illegible]ed 5 / 2002 by CLS

Filming delineations May 2004 by VPS

Permit #F00033111

PROOF

VENICE CITY BEACH
VENICE BLVD PARKING LOT



Map not to scale.

REGULAR SPACES	3[illegible]
DISABLED	
TOTAL	3[illegible]

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS Revised 10 / 2008 by [illegible]

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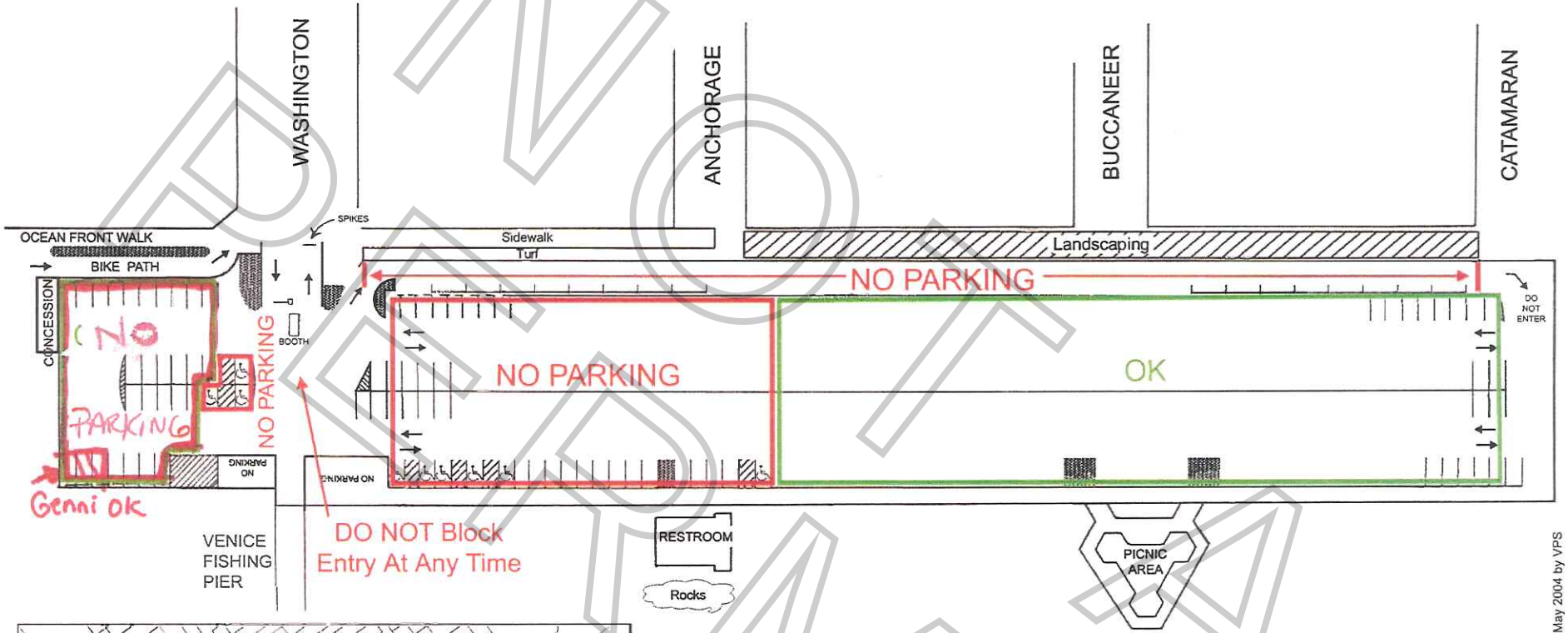
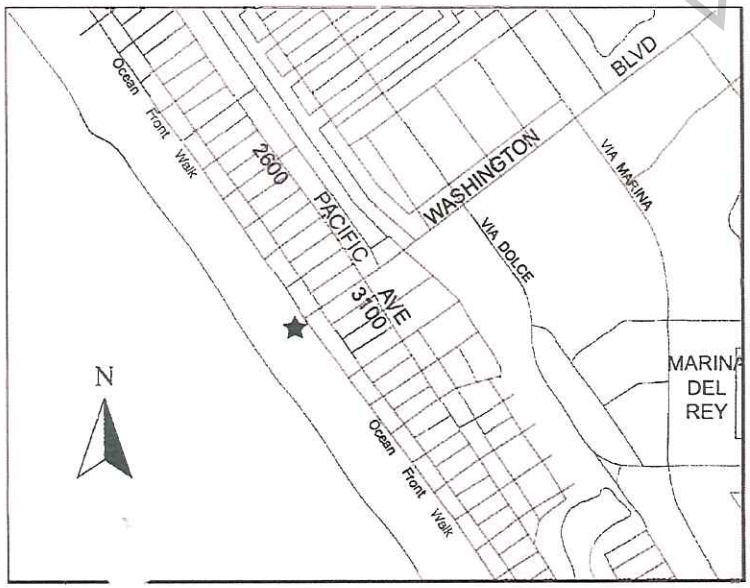
Permit #F0003111

VENICE CITY BEACH
WASHINGTON BLVD PARKING LOT - FILMING AREAS





Filming delineations May 2004 by VPS

REGULAR SPACES	371
DISABLED	9
TOTAL	380

L.A. COUNTY DEPARTMENT OF BEACHES AND HARBORS — Revised 10 / 2003 by CLS

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Ma... ...t to scale.

PERMIT
Permit #F00033111

PARK FILM OFFICE
City of Los Angeles, Department of Recreation and Parks
4730 Crystal Springs Drive, (Mail Stop 664)
Los Angeles, California 90027
Telephone: (323) 644-6220 Fax: (213) 847-6056

VENICE BEACH RECREATION CENTER
Film Production Guidelines
Special Facility

Failure to comply with these conditions will be in violation of your film permit and may result in revocation of permit and or forfeit of your security deposit.

Welcome to the City of Los Angeles, Department of Recreation and Parks (Department). In our partnership to protect the environmental integrity of our parks the Park Film Office is providing guidelines to ensure a safe and successful film shoot. Please review and provide copies of these guidelines to the appropriate responsible persons. Thank you for the continuous use of our parkland.

- Vehicles and/or heavy equipment are not allowed on turf areas unless prior approval is given by the Park Film Office.
- Production companies must provide their own restroom and trash receptacles. The City dumpsters and trash cans cannot be used so all self-generated trash has to be removed and disposed of off-site.
- Film permits do not provide exclusive use of a park or recreation area.
- Service roads, parking lot driveway access, handicap or electric vehicle designated parking stalls may not be blocked or restricted. Emergency vehicle access lanes must be maintained in parking lots and park streets at all times.
- A 20 Foot unobstructed lane must be maintained between parked vehicles/trailers in all parking lots and Recreation and Parks roadways for emergency vehicle access.
- Due to underground plastic irrigation lines and trees having shallow root systems, staking or drilling into turf, rocks, trees or asphalted areas is not permissible unless prior approval is given by the Park Film Office. This approval will be noted in the permitted guidelines.
- Locked park gates can only be accessed by a Park Film Office Monitor. Security of open gates must be provided by the permitted company. Any equipment that is permitted to stay overnight must be guarded by the permitted company's security group.

NOT A PERMIT

- Alterations to natural or manmade surroundings or content of the park are not permissible unless documented in these specific guidelines. The permit holder is financially responsible for all remediation should there be any damage or unauthorized alteration to Department property. The remediation and cost of will be determined by the Park Film Office.
- Park Film Office Monitor(s) may be assigned to the permitted location. Their job is to ensure guidelines are followed, liaison between park patrons, other City employees and a communication link between Permitee and the Park Film Office for any additional needs or authorizations. When the Park Film Office is closed the Park Film Monitor has the authority and responsibility to modify these guidelines within the parameters given to them by their supervisor. The Park Film Monitor has access 24/7 to contact their supervisors if needed. The Permitee will be required to adhere to the instructions, restrictions and requests given by the Park Film Monitor.
- Smoking is prohibited on all Department properties. An exception has been made for permitted film production companies to smoke in areas that are designated by the Fire Safety Officer or Park Film Monitor. If a Fire Safety Officer or Park Film Monitor is not assigned to the Permitee there will be no smoking with the exception of an actor smoking while performing or as part of the scene.
- A designated smoking area may not be near any patron activity or facility. Large buckets of sand or water must be placed in this area for disposal of tobacco or tobacco related products. The designated smoking area may be revoked or not allowed depending on weather and location conditions. Failure to comply with the smoking restrictions may result in a fine.
  - No alterations to park property unless otherwise approved by the Recreation Director.
  - Must adhere to restrictions given to company by Recreation Staff or Park Monitor. Recreation Staff or Park Monitor's instructions or judgment may override written guidelines.
  - No base camp or craft services on-site.
  - Must restore any alterations or damages to original or better.
  - Approved to be a Venice Recreation from 2PM-4PM only.
  - Approved for Windward Plaza
  - Must work around park patrons and park activities.

F-33111
ROBERT DALRYMPLE PRODUCTIONS
FUNNIEST COMMERCIALS OF THE YEAR
.(VENICE REC CENTER)

NOT A PERMIT

SPECIAL FILMING CONDITIONS
VENICE AREA

The Special Filming Conditions described below will be included in the terms and conditions of permits issued for filming in this area and are in addition to the standard terms and conditions applicable to filming permits generally. While these Special Filming Conditions will be included as terms if a permit for filming in this area is issued, they are not intended to, and do not, establish the criteria or standards for determining whether or not a particular permit (or permits) will be issued for this area. The decision whether or not a particular permit (or permits) will be issued is vested in the discretion of the appropriate City or County department or their designees (including FilmL.A., Inc.), to be exercised consistent with public health, safety and general welfare, and applicable land-use ordinances.

For purposes of these guidelines the Venice area is Santa Monica City limits to the north, Lincoln Boulevard to the East, Pacific Ocean to the west and Washington Boulevard to the South (including the Strand which is Pacific Avenue, Washington Boulevard, Via Marina, and the Pacific Ocean)

- **Affected residents and merchants must be notified at least two (2) days in advance of the first day of filming or the first day of any substantial set preparation.** *Permit requests must be submitted at least three (3) days in advance.*

- **Filming on holidays and weekends is generally not permitted**, especially during the summer. Exemptions may be granted on a case-by-case basis. Factors such as size of company, exact location and scope of intended filming, time of year, and anticipated impact on local parking will be considered when reviewing requests for such exemptions.

- **No vehicles shall be driven or parked on Ocean Front Walk between the hours of 10:00 a.m. and 7:00 p.m**. unless approved by The Department of Recreation and Parks.

- **Speedway shall not be used for parking of vehicles or equipment and must remain open to emergency vehicles.**

- **All vehicles and equipment (including private automobiles) associated with the production company shall be legally parked unless specific exemption is granted by the film permit.** No vehicles or equipment shall be permitted to park on Ocean Front Walk or the Venice Recreation Area property unless approved by The Department of Recreation and Parks. The use of private parking lots is strongly encouraged. Publicly owned parking lots in the area are managed by PCI parking and must be added to the filming permit and cleared with the appropriate agency.

- **Use of Los Angeles County beach parking lots have the following restrictions:**

    - **The Washington Boulevard lot is restricted to parking only between 7:00 a.m. and 10 p.m**. No community survey will be allowed for additional hours.
    - **Rose Avenue and Venice Boulevard lots require a community survey from affected residential buildings for any activity (parking or filming) prior to 7:00 a.m or after 10:00 p.m.**

- **Traffic control on all area streets shall be limited to a maximum of two (2) minutes.**

- **It is the responsibility of the production company to deploy sufficient police officers to ensure that traffic flow in the area is not unreasonably hindered.**

- **Additional Special Filming Conditions apply to filming on Washington Boulevard between Pacific Avenue and the Venice Pier, Abbot Kinney Boulevard, and Venice Beach.**

FilmL.A. Inc. PERMIT